

## REMARKS/ARGUMENTS

In the Office Action, claims 1-14 and 34-37 were rejected. In this Response, Applicants respectfully request reconsideration of the application for the reasons discussed below.

In this Response, claims 1-14 and 34-37 remain pending in the application.

### Rejection of Claims 1-14 and 34-37 under 35 U.S.C. § 102(e)

In the Office Action, claims 1-14 and 34-37 were rejected under 35 U.S.C. § 102(e) as being unpatentable over US 6,721,713 (“Guheen”). Applicants respectfully traverse the rejection. As discussed below, it is believed that the reference fails to teach all the elements of the rejected claims.

Applicants respectfully traverse the rejection under 35 U.S.C. § 102(e) for at least the reasons set forth in Applicants’ prior response, in Applicants’ Appeal Brief and in Applicants’ Reply under 37 C.F.R. § 1.111.

For example, the Office Action points to col. 205, lines 65-66 of Guheen for selecting links across related online sites. See Office Action at 2. However, such teaching of Guheen relates to “discussion groups” and “links to web pages” that “may be selected to access related sites and published documents.”

Additionally, Applicants believe that the Examiner points to disconnected discussions in the Guheen reference, but that the Examiner has not shown a teaching of the complete invention, as claimed, with the elements arranged as required by the claim, as required by MPEP 2131.

Thus, Applicants believe that the claims are patentable without amendment. However, in order to expedite the present application to allowance, Applicants have made amendments to the claims without prejudice. Applicants reserve the right to pursue broader subject matter in a continuation application.

Applicants point again to the requirement of MPEP 2131, that the elements must be arranged as required by the claim. In particular, the references fail to teach the following arrangement, as claimed in claim 1 (as amended):

1. A computer program product on a network-connected device including:  
software means for recognizing when a user will potentially purchase products or services from an online site viewed by the user, wherein the means for recognizing when

a user will potentially purchase products or services from an online site viewed by the user includes means for recognizing a point at which the user accesses detailed information regarding a competing product, wherein the competing product is one offered by a trader operating the online site currently viewed by the user and an alternative trader associated with the computer program;

means for comparing a URL, title and/or content of the online site viewed by the user with a first index of keywords relating to a plurality of subject matter categories, to determine any subject matter categories to which the online site relates;

means for cross-referencing any determined subject matter categories with a second index of alternative online sites categorised by subject matter, in order to determine any alternative online sites in the same or similar category, the alternative online sites including a site associated with the alternative trader associated with the computer program; and

means for displaying,

(a) in a separate window on the user's computer monitor, any determined alternative online sites to the user, including the site associated with the alternative trader associated with the computer program;

(b) in the separate window on the user's computer monitor, a hyperlink to a specific page of the site associated with the alternative trader associated with the computer program, wherein the specific page specifically relates to a competing product provided by the alternative trader;

(c) in the separate window on the user's computer monitor, a price of the competing product provided by the alternative trader; and

(d) in the separate window on the user's computer monitor, the ability to place an order for the competing product provided by the alternative trader.

The cited references also fail to teach the particular arrangements claimed in claims 5, 10 and 34 as amended. Claims depending from such claims are patentable for at least the reasons as their parent claims and are also believed independently patentable.

Thus, it is believed that the rejection of claims 1 - 14 and 34 - 37 under 35 U.S.C. § 102(e) should be removed and such action is respectfully requested.

**CONCLUSION**

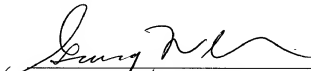
Applicants submit that the instant application is in condition for allowance. Should the Examiner have any questions, the Examiner is requested to contact the undersigned attorney.

The Commissioner is authorized to charge any additional fees which may be required, including petition fees and extension of time fees, to Deposit Account No. 23-2415 (Docket No. 25720-702).

Respectfully submitted,

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Date: January 26, 2009



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